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For Immediate Release

New Hamsar Web Site Gives Online Access to Over 800 Vehicle Lighting & Electronic Products

Burlington, ON ... Hamsar, North American leaders in Lighting and Electronics products for vehicle and industrial uses, has launched its new interactive web site. Designed as an online information destination for its customers, the Hamsar.com site provides easy-click access to over 800 SKU's complete with part numbers, images and detailed descriptions.

Products within the site are conveniently organized into Lighting, Electronic and Miscellaneous categories, then streamed into specific applications such as Forward Lighting, LED, Bulbs, Safety, etc. In addition, the company has added a Support section, which serves as a useful place to find warranty information, instruction sheets and answers to Frequently Asked Questions about Daytime Running Lights and the site itself. Users can also submit detailed enquiries by using the site's pre-designed form.

"One of the newest features is our online catalogue section", notes Managing Director, James Scott. "Our **Lighting and Electronics Product Catalogue**, plus a separate one for **Heavy Equipment** applications are both online and ready for download. Many of our customers continue to prefer a hard copy, and we'll be providing those as of late October 2009, but the online version enables us to provide more frequent product updates. Each portion can be viewed online as a multi-page PDF file complete with index, images, specifications, etc."

An additional feature of the new catalogues is their level of detail. Every product is listed with technical data that includes size and specifications as well as important points such as beam patterns. The Heavy Equipment catalogue includes a **Work Light Application Guide** in its final pages. "It's a useful tool that can guide your choice of the best light for the application at hand," says Scott. "You can determine things like type of lens, voltage and size. As well, we've provided detailed specs and information on beam pattern, lighting distance, bulb life and more."

A final feature of the new web site is its **New Products** section – the place where the company's latest innovations and market introductions are highlighted. Each entry provides a product overview with a clickable link to detailed information which includes part numbers, in-depth specs, plus diagrams and relevant information.

Visit the new Hamsar web site online at www.hamsar.com.

See Hamsar at the upcoming International Construction & Utility Equipment Exposition slated for October 6-8, 2009 at the Kentucky Fair & Exposition Center in Louisville, Kentucky USA. Also at the upcoming SEMA Show in Las Vegas in November, 2009 and at the RV Trade Show in Kentucky in December.

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